

Fig. 1



Audience Search

Search Parameters

Keywords: wireless

Results Limit: 1000 users 1000 documents

Show Segment Counts: 202

Show Search Results: 205

You may find some of these keywords helpful...

wireless, verizon, technology, wi, fi, telecom, service, phone, announcements, cellphone, att&t, solution, motorola, network, america, communications, effects

Search Stats

Property	Count	Percent
Total unique users:	298923	
Total unique pages:	117592	
Matching Pages:	3902	3.3 %

Rank	Audience Segment	Relevance	Score	Size	Percent	CPM
1	Group 1	198	79.1	1	0.0 %	\$0.00
2	Group 2	142	71.3	1	0.0 %	\$0.00
3	Group 3	119	71.1	1	0.0 %	\$0.00
4	Group 4	104	74.3	1	0.0 %	\$0.00
5	Group 5	103	72.1	1	0.0 %	\$0.00
6	Group 6	96	69.3	1	0.0 %	\$0.00
7	Group 7	75	64.5	1	0.0 %	\$0.00
8	Group 8	70	63.2	1	0.0 %	\$0.00
9	Group 9	68	63.1	1	0.0 %	\$0.00
10	Group 10	59	61.7	1	0.0 %	\$0.00

42	Group 42	8	23.3	198	0.1 %	\$0.00	231
43	Group 43	7	23.0	324	0.1 %	\$0.00	232
44	Group 44	6	22.9	480	0.2 %	\$0.00	233
45	Group 45	5	22.6	858	0.3 %	\$0.00	234
46	Group 46	4	22.1	1586	0.5 %	\$0.00	235
47	Group 47	3	21.2	3296	1.1 %	\$0.00	236
48	Group 48	2	15.7	8354	2.8 %	\$0.00	237
49	Group 49	1	11.2	17810	9.3 %	\$0.00	238

239

Save segment definition

export list of selected web

241

Search Results

243

Rank	Score	Page	Summary
1	0.3934689	WSJ.com	Cingular Wireless, SBC Communications, and BellSouth Introduce Unique Device for Routing Incoming Wireless Calls to Wireline Numbers
2	0.37329596	WSJ.com	Sierra Wireless Launches the MP 555 gprs Rugged Wireless Modem and Signs on First North American Customer
3	0.3533455	WSJ.com	Foundry Networks Offers Seamlessly Integrated Wireless and Wired Infrastructure Products to Deliver Secure, Reliable, Manageable And Scalable Total Solutions to the Enterprise
4	0.3533455	WSJ.com	Centennial Communications Corp. Announces First Quarter Results
5	0.34979418	WSJ.com	Verizon and Verizon Wireless Reach Barrier-free Porting Agreement in Advance of November 24 Deadline
6	0.34490174	WSJ.com	Verizon Wireless Challenges Competitors: Will You Be Ready for Local Number Portability on November 24th?
7	0.34490174	WSJ.com	Verizon Wireless Selects Nortel Networks for US\$1 Billion Network Expansion
8	0.34490174	WSJ.com	CompassCom and Sierra Wireless Help Aurora (Colo.) Public Works Migrate to Next Generation Technology
9	0.33993882	WSJ.com	McLeodUSA to Provide Wireless Voice Services through Agreement with AT&T Wireless Services
10	0.32459527	WSJ.com	NETGEAR Launches 108 Mbps Wireless Speeds for Business in Its 802.11a/b/g Dual-Band Wireless Networking Solution
11	0.31931695	WSJ.com	China Mobile Offers Novatel Wireless Tri-Band GSM/GPRS PC Card Modem, Merlin G301 Commercially Available Through Beijing MCC
12	0.31394988	WSJ.com	Motorola Broadband Products at CEDIA EXPO 2003 Enable Dealers and Integrators to Build a 'Connected Home'
13	0.30848947	WSJ.com	SpectraLink and Expanet Join Forces to Bring Wireless Telephones to Mid-Sized Businesses Requiring Immediate Access to Information: Agreement Provides Expanet Customers with Fully Interoperable Wireless VoIP Telephones
14	0.30803946	WSJ.com	Microsoft Unleashes New Fast and Easy-to-Use Home Networking Products with Automatic Security
15	0.3039593	WSJ.com	ABB's Wireless Technology Goes Beyond Mobile Phones
16	0.3039593	WSJ.com	U.S. Wireless Sector May Draw New Crowd of Outside Players
17	0.3039593	WSJ.com	U.S. Wireless Sector May Draw New Crowd of Outside Players
18	0.3039593	WSJ.com	U.S. Wireless Sector May Draw New Crowd of Outside Players
19	0.30293065	WSJ.com	Cable & Wireless U.S. Launches Business Ready Hosting
20	0.30293065	WSJ.com	America Online and Cingular Wireless Announce Launch of Text-Based Instant Messaging Service
21	0.29563007	WSJ.com	Microsoft Hardware Puts New Spin on Innovation
22	0.29563007	WSJ.com	Growing Disconnect
23	0.29563007	WSJ.com	NETGEAR Breaks the Speed Barrier with Industry First 108 Mbps 802.11b/g Wireless Networking Solution
24	0.29149517	WSJ.com	Western Wireless Files Amended Quarterly Reports for the First and Second Quarters of 2003
25	0.29149517	WSJ.com	Western Wireless to Acquire Minnesota Wireless Properties
26	0.29149517	WSJ.com	Yankee Group Report Reveals Remedy for Global Wireless Churn
27	0.29149517	WSJ.com	RAINS and PBA Bring Together Today's Hottest Topics in October 2nd Wireless Conference & Homeland Security Summit

Audience Search

Visitor Interests:

wireless cellphone handheld wi-fi Nokia

Suggested Interests:

mobile camera phone

Search

Save Search...

Search Results for Dow Jones (10/19/2003 - 10/25/2003):

Include Rank		Category	Relevance Score	Reach	Total Page Views	Frequency
<input checked="" type="checkbox"/>		(users directly satisfying query)	98.1	230		
<input checked="" type="checkbox"/>	1	WSJOnline -> Technology -> Gadgets	73.5	18,148	607,123	33.5
<input checked="" type="checkbox"/>	2	Virtual Category (wireless cellphone handheld wi-fi Nokia)	77.3	17,683	586,459	33.2
<input checked="" type="checkbox"/>	3	WSJOnline -> Technology -> Telecommunications	46.8	10,112	312,456	30.9
<input checked="" type="checkbox"/>	4	WSJOnline -> ARTICLES CATEGORY -> Articles & Columns -> Personal Technology	55.4	14,134	423,859	30.0
<input checked="" type="checkbox"/>	5	WSJOnline -> Technology -> E-Commerce	38.9	7,951	481,876	60.6
<input checked="" type="checkbox"/>	6	WSJOnline -> ARTICLES CATEGORY -> Articles & Columns -> The Mossberg Solution	58.3	3,272	157,251	48.1

Segment:

73.4 50,552 2,588,752 51.3

Export Users

Create Segment

FIG 2C

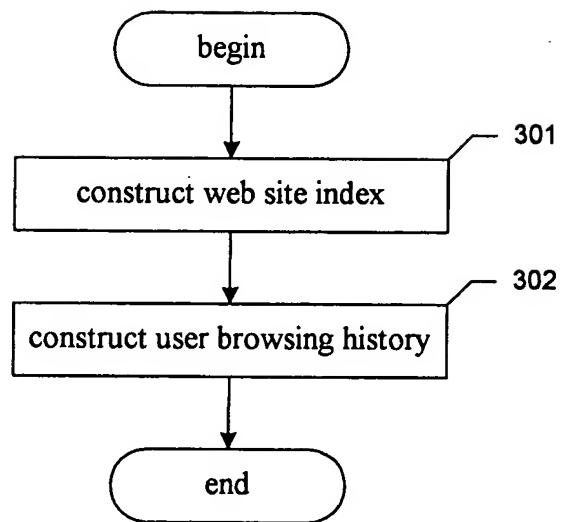


Fig. 3

keyword	web page	index
wired	http://www.wsj.com/ar02345.asp	411
wired	http://www.wsj.com/ar13252.asp	412
wireless	http://www.wsj.com/ar02215.asp	413
wireless	http://www.wsj.com/ar02345.asp	414
wireless	http://www.wsj.com/ar02345.asp	415
wireless	http://www.wsj.com/ar02345.asp	416
wireless	http://www.wsj.com/ar02345.asp	417

Fig 4A

user browsing history 450

web page	user
http://www.wsj.com/ar02344.asp	313405303 461
http://www.wsj.com/ar02345.asp	159654478 462
http://www.wsj.com/ar02345.asp	313405303 463
http://www.wsj.com/ar02345.asp	364561654 464
http://www.wsj.com/ar02345.asp	415954981 465
http://www.wsj.com/ar02345.asp	417646666 466
http://www.wsj.com/ar02345.asp	446546566 467
http://www.wsj.com/ar02345.asp	495456466 468
http://www.wsj.com/ar02345.asp	873251321 469
http://www.wsj.com/ar02348.asp	839879863 470

451 452

Fig 4B

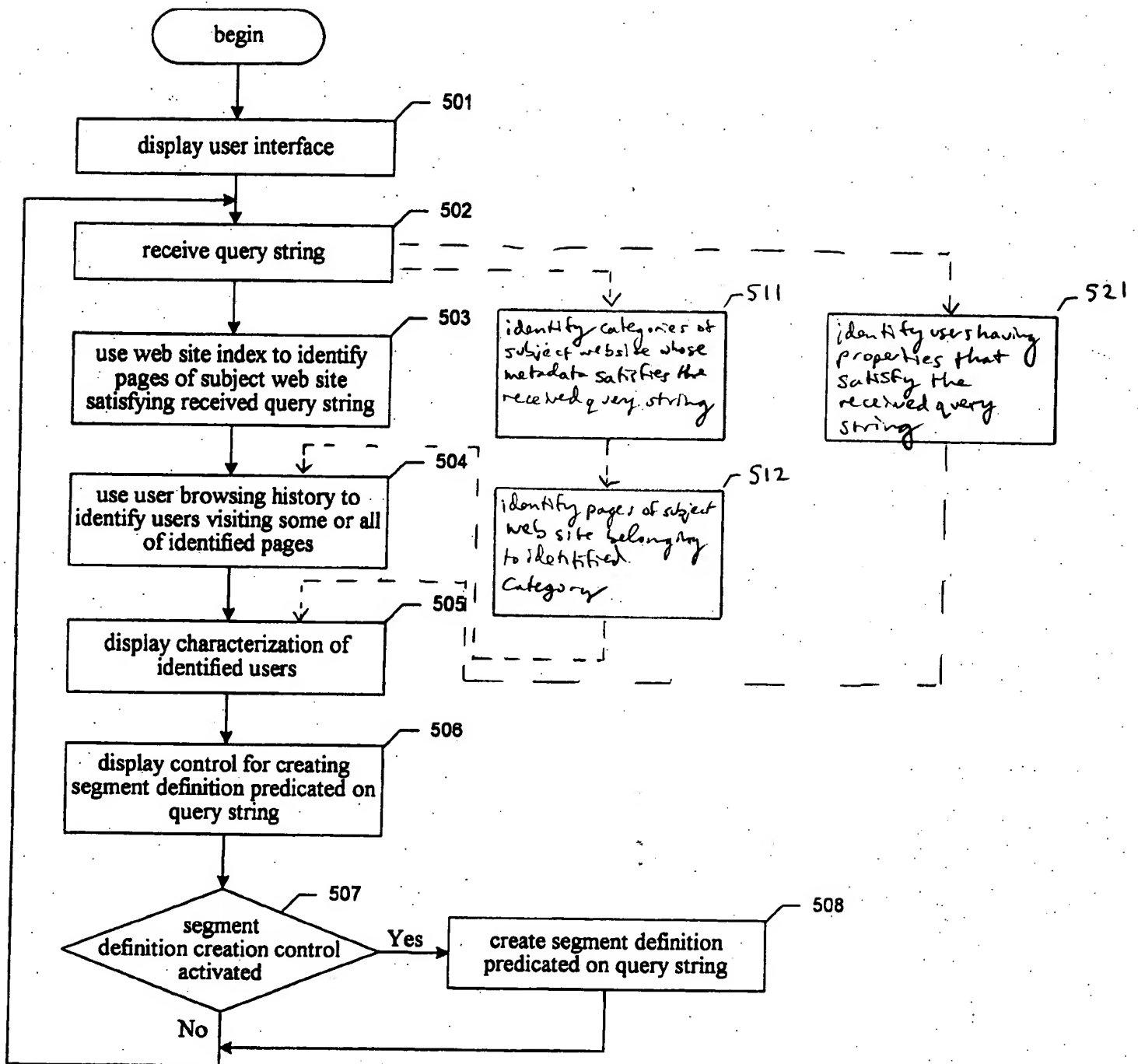


Fig. 5